

CURRICULUM VITA

ROBERT L HODUM

Associate Vice President for Enrollment Management
Tennessee Technological University

AREAS OF SPECIALIZATION

Normative structures; self-regulation and professionalization of admission officers; ethics; retention; strategic planning in enrollment management.

EXPERIENCE

2011-Present Tennessee Technological University Cookeville, TN
Associate Vice President for Enrollment Management

2006-2011 Tennessee Technological University Cookeville, TN
Executive Director of Enrollment Management

- Responsible for the university's strategic enrollment management plan.
- Responsible for a multi-million dollar budget including operating, personnel, scholarship, and financial aid expenditures.
- Responsible for the leadership and motivation of 45 employees of the Enrollment Management unit, including the offices of Admissions, Records, Financial Aid, Scholarships, and Graduate Admissions.
- Responsible for representing the enrollment management unit on various committees such as President's Executive Advisory Council, Academic Council, Administrative Council, University Curriculum Committee, Academic Affairs Executive Council and Academic and Administrative Officers.
- Responsible for leading the university's efforts regarding diversity among student populations.
- Responsible for the strategic implementation and effective use of modern technology as it relates to the recruitment and retention of students.
- Responsible for the adherence to all federal and state regulations relevant to the recruitment, retention, and financial assistance of students.
- Responsible for recruiting, supervising, and retaining a diverse staff of employees who can successfully accomplish the goals of the strategic enrollment plan.

2011-Present Vanderbilt University Nashville, TN
Adjunct Assistant Professor of Higher Education and Policy

2003-2006 Tennessee Technological University Cookeville, TN
Assistant Director of Enrollment Services and Acting Director of Admissions

- Responsible for the administration of all university admission policies.
- Responsible (in conjunction with the TTU Student Affairs Office) for the creation and implementation of a new orientation and registration program known as SOAR.
- Responsible for the creation and implementation of strategic recruitment practices.
- Responsible for the creation of an effective communication plan with prospective students.
- Responsible for the development of effective print and media publications.

2000-2003 Tennessee Technological University Cookeville, TN
Coordinator of New Student Registration and Campus Visitation

- Responsible for the creation, implementation, and management of the VIP Campus Visitation Program.
- Responsible for training and motivation of Student Admissions Representative tour guides.
- Responsible for the new freshman and new transfer registration programs.

1990-2000 Tennessee Technological University Cookeville, TN
Admissions Counselor

- Responsible for the recruitment of new freshmen and new transfer students in a 36-county geographic region, including over 150 high schools.
- Responsible for the development of effective professional relationships with parents, students, high school counselors, and community college administrators.
- Responsible for the strategic selection of scholarship recipients.
- Responsible for the creation and coordination of the Upper Cumberland College Career Fair—one of the largest college fair programs in the state.

EDUCATION

2007 Vanderbilt University Nashville, TN
■ Ed.D., Higher Education Administration.
■ Dissertation Title: The Normative Structure of Admission Officer Behavior

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| 1994 | Tennessee Technological University | Cookeville, TN |
| ■ | Ed.S., Educational Administration and Supervision. | |
| ■ | Concentration—Superintendent | |
| 1990 | Tennessee Technological University | Cookeville, TN |
| ■ | M.A., Educational Psychology and Counselor Education. | |
| ■ | Concentration—Student Personnel Services. | |
| 1989 | Tennessee Technological University | Cookeville, TN |
| ■ | B.S., Business Administration. | |
| ■ | Major—Business Management | |
| ■ | Concentration—General Management | |

PROFESSIONAL DEVELOPMENT

Institute for Senior Academic and Enrollment Service Professionals – Joint offering of AACRAO/Peabody College of Vanderbilt University (Nashville, 2010)

AACRAO Strategic Enrollment Management Conference (Nashville, 2010; Phoenix, 2006)

AACRAO Strategic Enrollment Management Conference (San Diego, 2011; Session Presenter: *Outcomes Based Funding: A New Enrollment Management Paradigm?*) (Co-presented with Betty Huff, University of Memphis)

AACRAO National Conference (Seattle, 2011; Charlotte, 1999) SACRAO

Regional Conference – Corporate Partner Liaison (2010) SACRAO Regional Conference - Attendee (New Orleans, 2009; Savannah, 1999).

Noel Levitz Executive Forum on Long-Range, Strategic Enrollment Planning (Tampa, 2007).

Noel Levitz National Conference on Student Recruitment and Retention (Orlando, 2007).

Noel Levitz Essentials of Student Recruitment and Retention Workshop (Charlotte, 2008; Atlanta, 2007).

Noel Levitz North American Enrollment Management Institute (Vail, 2004)

NACAC Middle Management Institute (St. Louis, 2001)

TACRAO State Conferences (1991-2011)

ADDITIONAL LEADERSHIP

Served as Chairperson of Tennessee Board of Regents Admissions and Records Sub-Council (2005-2006)

Served as President of TACRAO (1998-1999)

Served as Vice President of Recruitment Services of TACRAO (1995-1998)

PUBLICATIONS

Hodum, R. L., & James, G. W. (May/June 2010). An Observation of Normative Structure for College Admission and Recruitment Officers. *Journal of Higher Education*.

COURSES TAUGHT

LPO 3462 *Strategic Enrollment Management* Peabody College of Vanderbilt University, Spring 2011, Spring 2012.